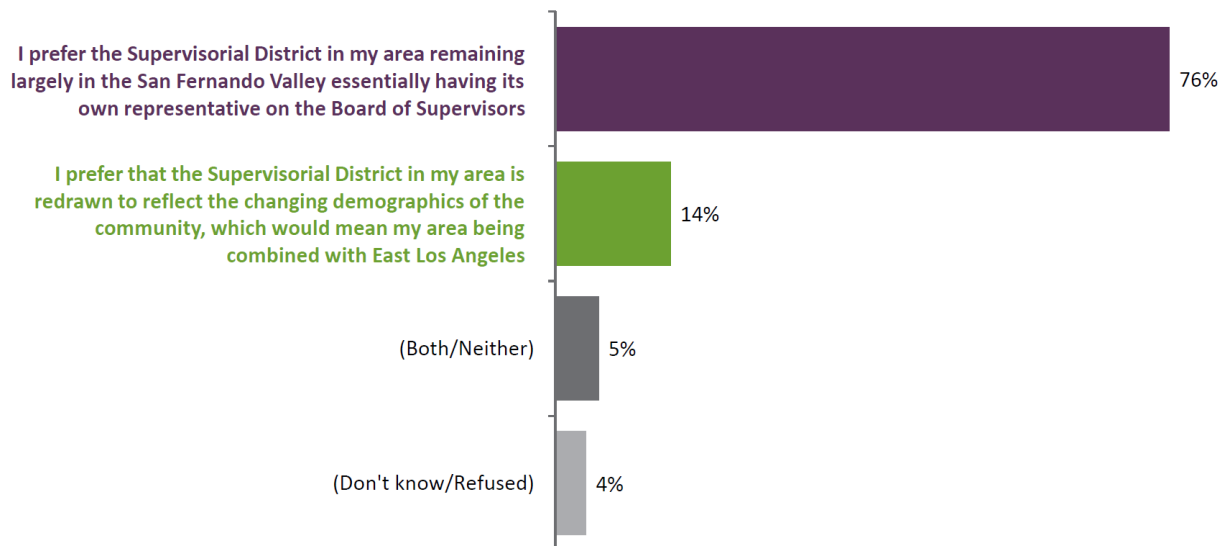




TO: Interested Parties
FROM: EMC Research
RE: Recent Findings from California East San Fernando Valley Voter Survey
DATE: September 10, 2021

Voters in East San Fernando Valley strongly prefer that the County Supervisorial District in their area remain largely the same, essentially giving the San Fernando Valley its own representative on the Board of Supervisors. By a more than 5:1 margin, East San Fernando Valley voters prefer a district that geographically aligns with the Valley over a district that would be combined with East Los Angeles.

Please tell me which of the following is closer to your opinion.



Preference for a San Fernando Valley district is widespread. Key constituencies across the East San Fernando Valley strongly prefer that geographic boundaries for their County Supervisorial District remain largely the same, including among voters over the age of 65 (82%), Hispanic/Latino voters (65%), and renters (74%).

Voters are not following county redistricting closely. A strong majority (73%) of voters are unaware of county redistricting efforts. Just over one-quarter (27%) of voters report having heard or seen something recently about redistricting.

Survey Methodology: EMC Research conducted a survey of 500 likely June 2022 voters in the current boundaries of California State Senate District 18. The survey was conducted from August 17-23, 2021. Survey respondents were reached by telephone via landline and cell phone, and via email and SMS invitations to take the survey online. The survey was offered in English and Spanish. The data has a margin of error of ± 4.4 percentage points for overall results. Please note that due to rounding, percentages may not add up to exactly 100%.